## Abstract of the Disclosure

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The present invention relates to a method and system for dataflow management in interactive communications networks. In accordance with the present invention, there is provided a method for dataflow management in interactive communications networks, the method comprising the steps of: determining characteristics of network components; and managing dataflow in accordance with said determined characteristics. In accordance with the present invention, there is provided a method for targeting content to users in a communications network; the method comprising the steps of: determining targeted user characteristics; and presenting content in accordance with said characteristics.